



Bulk Rate
U. S. Postage

PAID

Permit No. 50

YOU ARE INVITED
to reserve Charter Member-
ship and to accept free, as a
gift of Membership, one of
three original works of art:
a Picasso, a Pascin, a Dali.

SIGNATURE

T NELSON
BOX 1546
POUGHKEEPSIE NY 12603

ROBERT M. LEBARON MEMBERSHIP DIRECTOR

THE
*Collector's
Guild*
LTD.

185 MADISON AVENUE, NEW YORK, NEW YORK 10016

THIRD CLASS

THE Collector's Guild LTD.

Guarantees:

1) THE COLLECTOR'S GUILD and Société de Vérification de la Nouvelle Gravure Internationale jointly guarantee the originality and authenticity of every work offered by THE GUILD, and that every edition is limited to *no more than* 275 numbered and signed original lithographs.

2) In the unlikely event that any member is ever dissatisfied with *any* selection, he may return it within 30 days of receipt and owe nothing.

Note: This invitation is invalid after March 31, 1966.

Detach here and mail today.

Please enroll me as a Charter Member of THE COLLECTOR'S GUILD, LTD., and send me the framed original etching I have selected below. I understand that *lifetime* dues are just \$10.

Furthermore, I shall be offered framed, signed and numbered original lithographs four times a year, at just \$29.95 each (plus shipping and handling). I understand that THE GUILD certifies the normal market value of every offering is *at least* 100% more than the member's price. Yet I am *never* obligated to buy anything whatsoever from THE GUILD.

SIGNATURE _____

T. NELSON
BOX 1546
POUGHKEEPSIE NY 12603

I prefer my free, framed original etching to be

☐

Picasso's
Pour Robie

☐

Dali's
Don Quixote

☐

Pascin's
Cinderella

0106A

185 MADISON AVENUE
NEW YORK, NEW YORK 10016

ANNOUNCING

THE
Collector's
Guild
LTD.

*A new and resourceful group of
discerning persons dedicated to beautifying
their homes and enriching their minds
by collecting original works of art.
Herein, an introduction, and an invitation
to enjoy Charter Membership.*

A DESCRIPTION

THE COLLECTOR'S GUILD LTD. is unique, uncommonly resourceful, artistically enriching—yet unquestionably practical.

Unique simply because it is flatly impossible for anyone else to acquire the original, signed, and numbered works of art that THE GUILD will offer members—let alone sell them at a small fraction of their guaranteed market prices.

THE GUILD is resourceful because its staff searches the world to find original works of unquestioned merit and incomparable beauty. France, of course, is one of our major sources—but also Spain, Germany, Japan, Italy, The United States.... In fact, just about every nation will be represented in our offerings. And, hopefully, your home.

THE GUILD will enrich your appreciation of fine art and the inner pleasures of art collecting because its works are chosen with an unparalleled Board of Advisors (see enclosed letter).

THE GUILD is practical for countless reasons: Just for becoming a Charter Member, you receive your choice of three exceptional, framed original etchings absolutely free. Picasso's *Pour Robie*;

Dali's *Don Quixote*; or Pascin's *Cinderella*. Yet despite this valuable gift, THE GUILD never obligates Charter Members to buy an offering. However, any you do buy will be at a substantial reduction (*at least half* their guaranteed market value).

And we further guarantee that any member of THE GUILD may return any selection within 30 days of receipt and owe nothing. Moreover, as a Charter Member, you will receive a free subscription to THE GUILD's periodical, *The Collector's Quarterly*, which will become a collector's item in more ways than one.

If the virtues so far described have appeal, you'll be amply rewarded for reading on...

ONLY ORIGINALS never reproductions

The selections offered by THE GUILD are originals...not reproductions. They are made by the artist himself...and signed and numbered by him personally. There are no mass-production techniques possible...no short cuts.

The full-color lithographs which you will be offered as a member will be one of only 275 in the world. And there is no possibility that there will ever be any more. After this limited edition is created, the stone is destroyed beyond any possibility of being used again.

This is also one of the guarantees that you will have in writing—attested to before witnesses of the destruction—when you purchase one of THE GUILD's originals.

This assurance of exclusivity creates one problem, which is perhaps apparent. Since every edition is so severely limited, we ask that if you do not care to examine the offered original, you notify THE GUILD promptly of your decision.

THE PLAN

The purpose of THE COLLECTOR'S GUILD is quite simple: To make available, to a select few, the truly fine works of contemporary artists in numbered and signed originals, at remarkably modest prices.

And the method is no less simple: If you are pleased with THE GUILD's quarterly selection, as described and illustrated on a folder mailed four times a year, all you have to do is wait. For within two weeks it will be shipped to you *on approval*. The last phrase is important, because it means that you have two chances to refuse an offering—once before, and once after delivery. In other words, you may live with every selection before you decide to buy it.

If, on the other hand, you would like the alternate selection, or *neither*, your decision is easily expressed. Each folder is accompanied by a postcard that, returned to us, will assure that your decision will be honored.

Every original lithograph you purchase will arrive appropriately framed and glassed, ready to hang on the wall. These handsome frames are specially selected with the approval of the artist to complement your selection. The frames are made of wood, or wood and linen inset, with sturdy hook and wire on the back to allow you instant (and permanent) enjoyment of your collection.

Lifetime membership dues are just \$10, payable only once after you are enrolled. Considering the manifold advantages of belonging to The Guild, the sum is a modest one indeed.

The cost of each numbered original is just \$29.95 (plus delivery)...payable only after you have confirmed the wisdom of your purchase in your home for 30 days. This price will be certified by the Société de Verification de la Nouvelle Gravure Internationale of Paris and New York, as being *at least 50%* less than the market value.

Finally, any signed original you do buy is yours only on trial until you decide that it is exactly what you want. That is to say, any time within 30 days you may return your selection and THE GUILD will happily accept it. You will then owe nothing, but have had the pleasure of displaying a magnificent original lithograph in your home free of charge or obligation.

THE *Collector's* QUARTERLY

As a Charter Member, one of the regular pleasures you will enjoy is *The Collector's Quarterly*...a periodical published by THE GUILD exclusively for its members. It will present the ideas and criticism of leading authorities on both the esthetics and economics of art. We recognize that art is a pastime for both pleasure and profit, and that members will enjoy discussions of both aspects.

Perhaps the features you'll enjoy most are those dealing with the artist at work. These will be photographic essays of men and women dedicated to adding beauty and grace to a world that cries for these virtues.

The Quarterly, furthermore, will give details on showings; it will review books, and also be a showcase for both new and recognized artists. In short, it will be a periodical that will most likely end up permanently on your bookshelf...between frequent trips to your reading chair.

CHOOSE AN ORIGINAL ETCHING AS A FREE CHARTER MEMBERSHIP GIFT

The full-color works at the right are by a few of the artists whose numbered and signed originals will grace the walls of your home. Note that they serve as **examples** of the actual works that THE GUILD will offer; they are shown here to demonstrate the high standards THE GUILD has set for its members. Every work shown has a current market value of no less than \$100.



Don Quixote (12½" x 16¾") by Salvador Dali. Dali's volatile technique has enchanted art lovers for decades. Here he has captured the vitality, flair and courage of the legendary Don Quixote with strength and beauty.



Cinderella (14¾" x 21½") by Jules Pascin. Pascin's death in 1930 extinguished the shimmering talent exemplified in this cancelled-plate etching that conveys the wonder and fantasy of the Cinderella story.



Pour Robie (12½" x 16¾") by Pablo Picasso. The incomparable Picasso needs no introduction to the art world. The foremost artist of our time has always achieved, with a simplicity of line, a new dimension in expression. Generations from now will envy those who could say—"I lived in the time of Picasso." *Pour Robie* is a magnificent etching. A treasure in any home or collection.

1.



1. Le Havre (24" x 18") by Jacques Petit. The subtle and restful coloring conveys the peace and quietude of the port. A superb example of Petit at his finest.

2.



2. Marine (30" x 21") by Georges Lambert. This rare and colorful seascape demonstrates Lambert's outstanding mastery of composition. A collector's item.

3.



3. Bord du Lac (24" x 18") by Jacques Petit. Twice winner of the Prix de Rome, Petit's power of perspective is beautifully recognized in this treasured original lithograph.

5.



4. Village de Provence (21" x 29") by Georges Lambert. A unique example of temper and color which has made this leading French artist a gifted contributor to the New School of Paris.

5. Harlequin (18" x 23½") by Pierre Jacquot. Another gay masterpiece by this French genius. A professor at L'Ecole des Beaux Arts de Nancy, his works are prized by the critics.

6.



6. Carousel (18" x 23½") by Pierre Jacquot. Jacquot's sensitive and piquant qualities flood the carousel and child with sunshine-like colors. A charming lithograph to be enjoyed by an avid collector.

7. Reflections (28" x 23") by Lebadang. Lebadang's Asian background has produced the sensitive and delicate touch which has won him awards throughout Europe. This original lithograph is a classic display of the artistic mood of the east.

If you would like the opportunity to examine THE GUILD's selections *free*—and to buy them for at least 50% less than market value—the enclosed card awaits your decision.

THE
*Collector's
Guild*
LTD.

185 MADISON AVENUE • NEW YORK, NEW YORK 10016

THE BOARD OF ADVISORS:

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No postage necessary if mailed in the United States

THE
Collector's
Guild
LTD.

NEW YORK, NEW YORK 10016

THE
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185 MADISON AVENUE • NEW YORK, NEW YORK 10016

The Collector's Guild Ltd. invites you to
reserve Charter Membership, and to accept as
a gift of Membership one of three original
works: a Picasso, a Pascin, a Dali.

Dear Friend:

It was a mere scrap of paper -- a useless 15 1/4 by 17 3/4 inches,
brown-spotted with age, and beginning to fray at the edges.

But not too long ago, more than \$25,000.00 was paid for
that scrap -- and rightly:

On it was a picture of incomparable beauty. The multi-
tude. The two thieves. Christ Crucified. And in the
right-hand corner, a signature. The mark of Rembrandt
van Rijn.

If you have seen "The Three Crosses" at the Metropolitan Museum of Art,
you've recognized the value of Rembrandt's etching. The power of its
composition, the beauty of its line, the mastery of its execution --
all are as meaningful today as when this famed etching helped launch
the Renaissance.

In an age of creative absurdity, of mass production, of
the transient and the trivial, it is the world of art
that more and more people are turning to for inspiration,
for meaning, for permanence.

And in an artistic period where painting has pretty much
abandoned itself to delineating what is on the shelf of
the supermarket ... and sculpture to what is stacked in
the garage ... it is more and more the world of original,
representative art that connoisseurs are rediscovering

with delight. The ageless excitement of the etching. The timeless refinement of the lithograph.

If ever you and your family have considered the pleasure (and profit!) of surrounding yourselves with original works of art, but have been put off at the frequently inflated prices that painting and sculpture command ...

If you've toyed with the idea of building a collection of art that can not only be enjoyed in your home, but be worthy of handing down to your children and eventually, being passed along to theirs ...

... you'll be interested to learn that a number of Charter Memberships are now being made available in

THE COLLECTOR'S GUILD LIMITED

The Collector's Guild has been organized to serve artist and buyer alike. Its purpose is to encourage the creation and private ownership of deserving original works. Its sponsors include artists, critics, and historians as well as people engaged in the business aspects of art. And the advantages of Membership are obvious:

In building your collection, you draw on a fund of knowledge, experience and taste that would normally come about only from a lifetime of exploring the ateliers of New York, Paris, Rome. And by pooling your purchasing power with that of other Member collectors, you're in a position to negotiate a standard, low price that no one else can match -- gallery, auction house, agent!

The Collector's Guild makes it possible for you to acquire and collect some of the finest original etchings and lithographs being created today at less than half their guaranteed market value.

Through Charter Membership in this unique group

. You acquire originals, never reproductions. All works are individually created and signed by the artist. All are numbered in limited edition, guaranteed not to exceed 275 impressions, and are independently authenticated in writing.

. You are never under obligation to buy. A new work is offered for your consideration each quarter. You may collect on a systematic basis, if you like, taking each new selection that is announced. Or you may acquire as few each year as your budget (or wall space) permits.

. You enjoy each work for 30 days before committing yourself to permanent ownership. You have one month

to consider each work in your home (or office) before deciding whether to add it to your collection. The Guild guarantees that you may return any work within that period and owe nothing.

. You receive every selection in a magnificent frame. Each superb wood, or wood with linen inset frame is specially selected with the artist's approval, and arrives ready to hang, with sturdy hooks and wire on the back.

. Best of all, you pay not thousands of dollars, not hundreds, but the very agreeable figure of just \$29.95 (plus delivery) for each original you eventually buy -- never more!

The lifetime dues of Charter Membership are a modest ten dollars, and from the start brings a most felicitous reward:

Your choice of one of three framed original etchings shown in the Prospectus enclosed with this letter:

PICASSO: Pour Robie. Etching in black and white.
16 3/4 by 12 1/2 inches.

PASCIN: Cinderella. Etching in sepia.
21 1/4 by 14 3/4 inches.

DALI: Don Quixote. Etching in black and white.
16 3/4 by 12 1/2 inches.

Each of these distinguished framed etchings is currently selling in galleries for between \$40.00 and \$75.00. You acquire the one of your choice free, as a gift of Membership. In addition, there is no charge for packing and postage. Both are prepaid by The Guild.

In addition to the free original of your choice, Charter Membership also reserves your complimentary subscription to The Collector's Quarterly, a new art periodical. Authoritatively but informally written, this publication is for Members only. It is not offered for public sale.

Since the days of the Renaissance, the art forms of lithography and etching have engaged the imagination of some of the world's finest artists. Rembrandt, Durer, Tiepolo, Piranesi, Goya, all created some of their greatest masterpieces by using the simple acids and metals of the etching. The later art of lithography from stone has an equally luminous roster: Delacroix, Daumier, Manet, Cezanne, Redon,

Degas, Toulouse-Lautrec....

Whether contemporary artists will command the same place in history is a question only time can decide. Some of the works you will buy through The Guild will increase in value their very first year. Others may take a little longer. There is no guarantee. The future is nothing if not fickle. But note:

Whether values rise on an even, steady course or skyrocket overnight, The Guild puts you considerably ahead from the start:

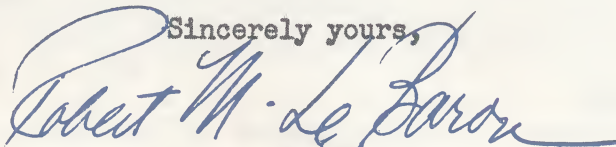
In galleries where editions are sold piecemeal -- one at a time -- it is not unusual for works comparable to the ones you'll buy through The Guild for a flat \$29.95 (plus delivery) to command prices of \$75 to \$130. You save at least half -- and usually considerably more -- on every original you acquire!

The enclosed Prospectus reproduces (but of course, not in actual size) the Picasso, Dali and Pascin works from which you choose your gift of Membership.

You'll want to consider the Prospectus thoroughly. But don't delay too long in deciding, for our offer is invalid after March 31, 1966. In presenting original works of art, The Guild is not dealing in something that can be mass produced. The works are limited in edition. Accordingly, so is the number of Memberships available, and procrastination can only lead to disappointment.

May we look for your application by return mail?

Sincerely yours,



Robert M. Le Baron
Membership Director

RML/aa

P.S. You will be billed later for dues. There is no need to enclose your payment in advance unless you find it more convenient.

THE BOARD OF ADVISORS:

RICHARD L. BANKS, DOCTEUR UNIVERSITE LE PARIS, PARIS, FRANCE
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